



RESEARCH

SAN DIEGO COUNTY 2025 VISITOR INDUSTRY GENERAL FACTS*

Visitors to San Diego County

There were 32.5 million visitors to San Diego, of which 18.0 million were overnight and 14.5 million were day visitors.

Visitor Spending

Visitors to San Diego spent \$14.8 billion during their stays. Nearly 70% of those dollars were spent at businesses *other* than lodging.

San Diego Hospitality Industry Employment

Visitor activity supports 1 in 8 San Diego jobs in fields directly and indirectly related to the hospitality industry, including lodging, food service, attractions, and transportation. *Source: Future Partners 2024 Visitation and Spending Estimates, SDTA IMPLAN analysis*

San Diego Convention Center

The San Diego Convention Center held 55 primary conventions and trade shows hosting 558,522 attendees. These events represent approximately \$925 million in direct spending by convention delegates. *Source: SDCCC*

Hotel Performance

San Diego County sold 17.5 million hotel room nights, averaged 74.2% occupancy and a \$212 average daily rate. *Source: STR*

Hotel Rooms

San Diego has approximately 674 hotel, motel, bed & breakfast, and casino hotel properties, with 68,400 rooms available to visitors.

Alternate Accommodations

Throughout San Diego County, there are 17,366 homes available to guests on Airbnb and VRBO, of which 7,132 are hotel-comparable units (studio and one-bedroom). *Source: AirDNA*

Arrivals to San Diego County

Roughly 12.5 million air passengers arrived at San Diego International Airport with non-stop service to nearly 70 destinations worldwide. The Cross Border Xpress served 2.2 million northbound passengers across the bridge from the Tijuana Airport into San Diego. Southbound and westbound vehicle traffic into the county neared 60 million.

These numbers include San Diego residents as well as visitors. Sources: SDRAA, CalTrans, CBX

Tax Revenue

In San Diego County, more than \$418 million** was collected in Transient Occupancy Tax revenue in fiscal year 2024 (July 2023 - June 2024; **estimated based on hotel and Airbnb/VRBO revenues for that period). Additional sales taxes and property taxes from visitor industry businesses amounted to more than \$1.0 billion for calendar year 2024, which are used to fund police and fire safety, infrastructure, and other public initiatives, benefiting San Diego County households nearly \$1,000. *Source: Cities in San Diego County, SDTA IMPLAN analysis*

Population

The population of San Diego County is estimated to be 3.3 million. San Diego-Carlsbad ranks as the nation's fifth largest metropolitan statistical area.

*2024 Calendar Year Data